What is Claimed is:

1. A method of providing alternative information for a video program, the method comprising the steps of:

receiving a video signal including at least one rating code representing a program classification for a segment of the video signal and at least one alt-location code;

comparing the rating code with a predetermined program code;

determining whether an alternative segment is available based upon the alt-location code; and

substituting the alternative segment for the segment of the video program in dependence on a result of the comparison and a result of the determination.

2. The method according to Claim 1, wherein the video signal is a television program.

3. The method according to Claim 2, wherein alt-location code also identifies a source for obtaining the alternative segment.

4. The method according to Claim 2, wherein the rating code and the alt-location code are received periodically and vary according to content contained within various segments of the video program.

5. The method according to Claim 1, further comprising

the step of entering and storing the predetermined program code.

6. The method according to Claim 1, further comprising the step of extracting the rating code and the position code from the video signal using a data capture module.

7. The method according to Claim 1, further comprising the step of comparing a predetermined alternative segment rating code associated with the alternative segment to the predetermined program code and the substitution is performed in dependence on results from both comparison steps.

8. A system for controlling display a video signal comprising:

a data capture module arranged to extract a rating code for a segment of the video signal and a alt-segment code from the video signal;

a comparitor that receives the rating code and compares the rating code to a predetermined program code;

a substitution circuit arranged to substitute an alternative segment for the segment of the video signal in dependence on a comparison result from the comparitor and the alt-segment code.

9. The system according to Claim 8, wherein the data capture module forms part of a closed captioning system.

10. The system according to Claim 9, wherein the video signal is a television program and the rating code and the alt-segment code are extracted from line 21 of the vertical blanking internal.

11. The system according to Claim 8, wherein the data capture module forms part of a teletext system.

12. A television receiver comprising:

means for receiving a television signal including a rating code representing a program classification for a segment of the television signal and an alt-segment code inserted in a vertical blanking interval;

means for extracting the rating code and the alt-segment code;

means for comparing the rating code with a predetermined program code; and

means for determining whether an alternative segment is available based upon the alt-segment code; and

means for substituting the alternative segment for the segment of the television signal in dependence on a result of the comparison and a result of the determination.

13. The receiver according to Claim 12, wherein alt-segment code also identifies a source of the alternative segment.

14. The receiver according to Claim 12, wherein the

rating code and the alt-segment code are received periodically and vary according to content contained within various segments of the television signal.

15. The receiver according to Claim 12, further comprising means for entering and storing the predetermined program code.

16. The receiver according to Claim 12, wherein said extracting means includes a data capture module and forms part of a closed captioning system.

17. The receiver according to Claim 12, further comprising means for comparing a predetermined alternative segment rating code associated with the alternative segment to the predetermined program code and the substitution is performed in dependence on results from both comparisons.